

Denys Kliuvak

Product Designer | B2B, AI & SaaS Products | AI-Optimized Design

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ABOUT ME

Product Designer working on B2B and data-dense interfaces — bulk import flows, field mapping, error and permission states, the parts of a product that break at scale. I turn ambiguous business logic into information architecture engineers can build from, and take designs into production front-end code myself when that is faster than a handoff — Sanovia is a booking site I designed and built end to end. Claude and Claude Code run through that process from flow drafting to shipped components.

EXPERIENCE

Product Designer • MetVibe (AI-powered product studio) May 2025 – Present

- Designed the studio's project-estimation tool: multi-variable pricing logic (project type, complexity tier, feature toggles) resolved into a **five-step wizard** returning live cost and timeline, replacing an inbound sales conversation with a self-serve path.
- Restructured the information architecture across **six service lines** (MVP development, SaaS platforms, websites, dashboards, AI automations, product audits) into one navigation and content hierarchy.
- Partnered with engineering on a Next.js/React/TypeScript stack, aligning component structure and interaction logic to technical constraints ahead of build.
- Ran Claude and Gemini through the working process — flow drafting, mockup iteration, UI copy — to shorten concept-to-spec.

SELECTED WORK

CRM Import Module

- Designed a bulk-import flow for a **15-field CRM schema**, staged entirely in-browser so nothing is written until the user commits.
- Built a confidence-scored column mapper — above 95% auto-maps, 50–94% routes to review, below 50% needs manual selection — sorted into *Action required*, *Needs review* and *Auto-mapped* so attention goes where the uncertainty is.
- Replaced row-by-row error lists with a quarantine grouped by cause (missing email, bad date format, duplicate IDs, blocked by parent), so one decision clears hundreds of rows while valid records import immediately.
- Handled **50,000 rows at 50 per page**, rendering records as the CRM will store them rather than as uploaded.

Sanovia

- Direct-booking site for a **seven-tent** glamping property where Booking.com owns the transaction. Guests choose tent and dates on the site and carry that selection into Booking.com for payment.
- Availability reads from Booking.com as a read-only sync — the site proposes rather than promises, keeping one source of truth instead of a second booking system that drifts.
- Designed and built end to end in production front-end code with Claude Code, with no separate handoff phase.

Omivibe

- Rebuilt header, hero and bento grid inside an existing design system with a fixed visual language — structural improvement under a constraint that ruled out changing the system itself.

SKILLS & TOOLS

Skills	Product Design, Information Architecture, Design Systems & Component Logic, Wireframing & Prototyping, Front-end (HTML/CSS/JS — ships production code with Claude Code, see Sanovia)
Tools	Figma (Advanced), Adobe Photoshop & Illustrator (Advanced), Claude & Claude Code (AI-assisted design and design-to-code), Gemini
Languages	English (B2), Polish (B2), Ukrainian (Native)

EDUCATION & CERTIFICATIONS

Google AI Professional Certificate	Completed May 2026
Coursera	
Computer Graphics and Multimedia Production, Bachelor's degree	Oct 2024 – Present
University of Information Technology and Management, Rzeszów	
Computer Graphics and Design, Course	2021 – 2024
IT Step Academy, Rivne	

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